



January 31, 2014

Ms. Miranda Paster, Acting Chief
Administrative Services Division
Office of the City Clerk
200 North Spring St.
Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 4th Quarter Report

Dear Miranda:

Attached please find the quarterly report for the East Hollywood BID for the 4th Quarter of 2013. Below, I have included a table with the information about expenditures for the BID in the 4th Quarter, and a copy of the December financial statement. A copy of our quarterly newsletter will be sent out under separate cover.

Activities for the 4th quarter included regularly scheduled monthly meeting of the Board of Governors in October and December. The Board continued planning efforts for the grant awarded during the Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. Ground breaking on the medians is expected to occur by the end of 2013.

The BID has also continued its efforts to improve the streetscape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue. Additionally the BID continued maintenance of the Vermont Triangle as part of the on-going streetscape and maintenance program. The BID Board installed two "doggy waste stations" on Vermont Ave., as part of a grant from the LA Cedars Rotary Club. The grant covers the costs of installation and maintenance supplies for one year.

The Board's Nominating Committee also met in December to discuss potential appointments to the 2014 BID Board of Directors.

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A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

The cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$2,065 (35%) goes towards streetscape expenses including tree pruning. \$6,195 in expenditures were made in this category for the third quarter.

Budget Line Item #2 - Maintenance

The BID incurred expenses of \$13,940 for tree watering and maintenance services within the BID. Additionally, the cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$3,835 (65%) goes towards Maintenance. \$25,695 in expenditures were made towards the BID's overall monthly maintenance for the third quarter.

Budget Line Item #3 – Administration and Advocacy

A quarterly expenditure of \$6250 was paid to the Hollywood Chamber of Commerce for the administration of the BID.

Budget Line Item #4 – Marketing and Promotion

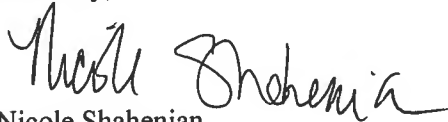
A total of \$8,945 was expended in this category during the quarter for creation and installation of EHBID Banners along Vermont Ave. and installation of 10 "No Vending" street signs.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahenian
Executive Director
East Hollywood Business Improvement District

Revenue	FY 2013	Committed Funds	1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date
Parcel Assessments	\$204,300.44						
Carry Over	\$49,000.00						
Total Assessments	\$253,300						
Expenditures							
Streetscape/Landscape (37%)	\$105,591.00		\$8,170	\$8,152	\$6,128	\$6,195	\$28,645
Maintenance (31%)	\$82,333.00		\$28,143.00	\$23,469	\$19,745.00	\$25,695.00	\$97,052
Administration and Advocacy (18%)	\$36,774.00		\$0.00	\$20,750	\$3,200	\$ 6,250.00	\$30,200
Marketing (11%)	\$22,473.00		\$0.00	\$600	\$1,000	\$8,945	\$10,545
Contingency (3%)	\$6,129.00		\$0	\$0	\$0	\$0	\$0
Total	\$253,300	\$0	\$36,313	\$52,971	\$30,073	\$47,085	\$166,442
2012 Committed Funds							
* Streetscape: Includes \$30,000 in carryover funds from 2012							
* Maintenance: \$19,000 in carryover funds from 2012							

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